

INFORMATION FOR SUCCESS

Oracle Managed Cloud Services Customer Reference Booklet
November 2015



Hardware and Software, Engineered to Work Together

On the following pages, you will find examples of real business results that Oracle customers of all sizes, industries, and geographies continue to achieve with Oracle Managed Cloud Services. As part of Oracle's broad portfolio of cloud solutions Oracle Managed Cloud Services provide private application and technology cloud services for Fusion, E-Business Suite, PeopleSoft, Siebel, JD-Edwards, Exadata and Oracle Engineered Systems, Oracle Industry Solutions and more.

Cloud computing is changing the way technology impacts and delivers value to the organization. While cost is still a primary driver for cloud, improved business agility and faster innovation are growing factors for cloud adoption. The cloud, if done right, can be a powerful vehicle for aligning your business strategy with IT and driving business transformation.

Oracle Managed Cloud Services enable customers to leverage their Oracle investments and provides a bridge to the cloud with complete, secure and customized services. For more than twelve years, millions of end users have used Oracle Managed Cloud Services to increase their productivity and gain competitive advantage. It delivers enterprise-grade, end-to-end managed services, across Oracle's broad portfolio of business applications, middleware, database, and hardware technologies. These privately managed cloud services easily co-exist with Oracle's public cloud services for a hybrid cloud implementation that's tailored to each of our customer's unique industry and company requirements. Whether you are looking to upgrade your existing Oracle applications, adopting new capabilities, or just new to Oracle – Oracle Managed Cloud Services can help your organization achieve real business benefits, with Oracle managing Oracle for you.

We hope you enjoy reading about our customers' success as much as we enjoy being their key technology partner. If you would like one of our Oracle experts to work with you to determine if Oracle Managed Cloud Services could increase your success, please contact us at 1-800-633-0738 or visit us at www.oracle.com/managedcloudservices.

Thank you for your consideration.

Steve McMillan, SVP, Oracle Managed Cloud Services

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CUSTOMER SUCCESS STORIES

Oracle Customer:**Advantage Sales & Marketing LLC**

Irvine, California
www.carlson.com

Industry:

Professional Services

Annual Revenue:

Over \$5 Billion

Employees:

40,000

Oracle Products & Services:

- Oracle Human Resources Managed Cloud Service
- Oracle Self-Service Human Resources Managed Cloud Service
- Oracle Advanced Benefits Managed Cloud Service
- Oracle Payroll Managed Cloud Service
- Oracle Time and Labor Managed Cloud Service
- Oracle User Productivity Kit Standard
- Oracle Compensation Workbench
- Oracle Business Intelligence Suite Enterprise Edition Plus Managed Cloud Service

Advantage Sales & Marketing LLC Saves Millions in First Year with Automated, Streamlined Payroll and Human Resources Processes

“Oracle Human Resources applications, hosted by Oracle Managed Cloud Services, delivered the platform ASM had been looking for to support our growing enterprise and remote workforce. The power of the Oracle applications, and using its expert IT management to optimize our investment, not only brought efficiency and state-of-the-art technology to ASM but also saved us millions in the first year.”

— **Ja’Nice Afanador**, Vice President, Enterprise Business Solutions and Global Payroll Services, Advantage Sales & Marketing LLC

Founded in 1987, Advantage Sales and Marketing (ASM) is a premier sales and marketing agency committed to building brand value for its clients and customers. ASM’s customized sales and marketing solutions include headquarter sales as well as retail merchandising and marketing services. It specializes in client and customer events, publications, and assisted-selling services for the grocery, drugstore, club, convenience, natural-specialty, consumer-electronics, sporting-goods, and home-center industries. Headquartered in Irvine, California, ASM has over 70 offices in the United States and Canada with a workforce of approximately 40,000 associates.

Challenges

- Enable ASM to rapidly onboard new acquisitions with a single, flexible solution
- Ensure business agility to support creativity and strategy with flexible customization opportunities and third-party vendor relationships—all required to keep up with a fast-paced environment
- Improve the ability to effectively and accurately process a large, complex payroll for approximately 35,000 to 40,000 associates
- Automate associate transactions for human resources and payroll to reduce the administrative requirements of the remote workforce
- Ensure high availability of human-capital applications and enable the growing company to focus on core competencies, as opposed to managing human-resources systems
- Ensure control of the enterprise system by removing dependency on an ADP SAS payroll system and bringing systems in-house
- Enable robust business intelligence to support vision, strategy, and company growth

Solutions

- Deployed Oracle Human Resources applications hosted by Oracle Managed Cloud Services, saving millions in the first year, thanks to automation and reduced enterprise-management complexity
- Automated payroll and human resources processes, saving the growing sales and marketing company significant labor costs and ensuring accurate and on-time payroll for approximately 40,000 employees every other week

- Streamlined payroll processing—which requires at least 1.5 million records per pay period as well as interfaces with third-party systems—for a complex, remote workforce
- Gained the ability to quickly onboard employees from acquired companies in days instead of months and scale applications, thanks to Oracle Managed Cloud Services—supporting growth instead of inhibiting it
- Ensured high availability of human resources applications without having to hire a large, in-house IT management team, allowing the teams to focus on business requirements
- Provided employees—many of whom work remotely in retail operations—with greater convenience and flexibility, thanks to self-service human resources, enabling them to make changes to personal information, manage leave, and check paystubs from a web browser at their convenience
- Improved ability to support a diverse workforce—which includes seasonal and part-time associates as well as corporate staff—and ramp up programs quickly to meet retailer’s rapidly changing requirements
- Accelerated user adoption of and proficiency with the new system thanks to Oracle User Productivity Kit Standard—which offers proactive assistance to users, step-by-step directions, as well as tutorial videos
- Ensured a higher level of security and availability with Oracle Managed Cloud Services’ best practices and code migration protocols
- Enabled ASM to easily manage blended-rate payrolls, in which employees are paid various rates depending on the project, and accommodate late time cards with the new system that enables the company to rapidly recalculate past pay periods
- Improved ability to quickly analyze the payroll and identify potential issues
- Benefitted from single sign-on to make it easy for employees to rapidly log into applications
- Ensured 99.999% up time availability of the company’s human-resources applications with Oracle Managed Cloud Services
- Enabled ASM to effectively support a growing enterprise and system environment, including timely and seamless upgrades and patches, thanks to Oracle Managed Cloud Services

Why Oracle

“Oracle stood out from the crowd with its ability to create a single-source-of-truth environment that complements our growth strategy and the vision of our leaders,” said Ja’Nice Afanador, vice president, enterprise business solutions and global payroll services, ASM. “We knew that Oracle Managed Cloud Services would be a strong partner and offer the support and understanding we needed as we transitioned from our legacy environment, and it could ensure high availability for our human resources environment moving forward.”

Implementation Process

ASM's Oracle solutions were up and running within eight months of issuing the request for proposal. Oracle Managed Cloud Services helped in many ways with this large initiative, from initial planning, through go live, and for ongoing management. Oracle also worked with the ASM steering committee to educate internal stakeholders about cloud services and the transition process.

Oracle Customer:

The **Church Pension Group**
 New York, New York
www.cpg.org

Industry:

Insurance

Annual Revenue:

Over \$5 Billion

Employees:

430

Oracle Products & Services:

- Oracle Sales Cloud
- Oracle Customer Data Management

The **Church Pension Group** Improves Data Quality and Integration, Builds Cloud-Based Foundation for Next-Generation Enterprise Applications

“Oracle Fusion Customer Data Management Cloud Service is fundamental to our upgrade to Oracle Fusion Applications. In just a short time, we have already improved data quality and stewardship, accelerated access to information, and set the stage for reducing IT complexity, while ensuring security.”

— **Danette Patterson**, Group Lead, Oracle Applications, the Church Pension Group

The Church Pension Group (CPG), an affiliate of The Church Pension Fund, provides pension benefits and services, retirement planning, life and disability insurance, health benefits, property and casualty insurance, and book and music publishing for the clergy, lay employees, and institutions of the Episcopal Church.

For many years, the company has run its business on Oracle E-Business Suite applications and Oracle Customer Data Hub. CPG wanted to execute a leapfrog upgrade from Oracle E-Business Suite 11i to Oracle Fusion Applications. To ensure a seamless, multiphase upgrade of its business-critical applications, the company began by implementing Oracle Customer Data Management and Oracle Sales Cloud to separate customer-master functionality in preparation for the migration.

While the company is still upgrading to Oracle Fusion Applications, it is already seeing early benefits with Oracle Customer Data Management. For example, CPG has greater flexibility regarding referencing information and has expanded the types of data included in its customer hub. The group is also improving data stewardship with immediate visibility into audit and tracking information, such as the date and author of the most recent data update. Previously, employees required support from a software developer to access this information. As important, customer service representatives can more easily view information and create and track cases.

“Oracle Customer Data Management allows us to handle complexity centrally, so the business groups aren’t impacted by data management processes that move elements in and out of the central repository, which keeps end-point data in line. It works very smoothly for us,” said the Reverend Clayton Crawley, executive vice president and CIO, the Church Pension Group.

The organization’s new enterprise applications will improve user navigation and eliminate the need for many complex integrations. Upon rollout of Oracle Fusion Applications, the company will be able to retire legacy query tools, further reducing IT complexity and costs.

Why Oracle

“Oracle Customer Data Management allows us to have one central solution that is business-process aware and has a rules engine. We can still have those point solutions for our business, but we can tie everything together and have data quality across the organization,” Crawley said.

“Security is extremely important to us and our data is also very important. Because of who we are, we have a private cloud. It meets our needs internally while allowing us to have a strong return on investment with our data hub. Oracle Managed Cloud Services allows me to focus on my business,” Crawley added.

Implementation Process

The Church Pension Group went live on Oracle Customer Data Management and Oracle Sales Cloud, in December 2012. The company will begin to go live on Oracle Fusion Applications in 2014, starting with Oracle Fusion Human Capital Management.

Oracle Customer:**City of Atlanta**

Atlanta, Georgia
www.atlantaga.gov

Industry:

Public Sector

Employees:

8,400

Oracle Products & Services:

- Oracle Managed Cloud Services
- Oracle Business Intelligence Suite
Enterprise Edition Plus Managed
Cloud Service

Oracle Partner:**Opus Group LLC**

www.opusgroupllc.com

City of Atlanta Ensures 24/7 Application Availability to Support 311 System with Cloud-Based Solution

“Oracle Managed Cloud Services enabled City of Atlanta to get up and running quickly. We don’t have to worry about maintaining the software and infrastructure with the level of service and attention from Oracle Managed Cloud Services. This enables the city to work on strategic initiatives that benefit the citizens of Atlanta.”
— **Joann Butler**, Director, ATL311, City of Atlanta

Established in 1837, the City of Atlanta is the capital and the most populous city in the state of Georgia. The city is the cultural and economic center of the Atlanta metropolitan area, home to more than 5 million people, and the ninth-largest metropolitan area in the United States.

Previously, the City of Atlanta’s decentralized organizational structure resulted in isolated silos of legacy information systems that gave citizens limited visibility into city operations. As a result, the city, which received more than 1 million calls annually, needed to deploy a 311 system that could consolidate call centers and service information for the city’s 23 independent Departments and Offices.

Challenges

- Consolidate 23 independent city departments and offices with a new solution to give citizens visibility into city operations
- Develop a system that enables customer service representatives to quickly answer daily inquiries or status requests on city services
- Meet service-level agreements that mandate the city must answer 85% of incoming calls in 20 seconds or less
- Deploy a cloud-based solution, which optimized the use of internal IT resources for other strategic initiatives
- Optimize the city’s Oracle investment with best practices, expertise and 24/7 systems management
- Protect confidential citizen information with top notch system security
- Create a flexible environment to meet the city’s current and future needs

Solutions

- Deployed Oracle’s Siebel CRM using Oracle Managed Cloud Services to build a new 311 system that consolidates information from city departments and offices
- Developed a searchable knowledge base and taxonomy of city services that enabled customer service representatives to respond quickly to citizen inquiries
- Ensured 24/7 system operations and 99.9% application availability to maintain a portal providing citizens with information about city services – such as pothole repairs, zoning violations, stray animals, tree trimming and trash pickup

- Received a ready environment produced within an aggressive deadline by Oracle Managed Cloud Services and Oracle partner, Opus Group LLC. – allowing the city to leverage a Bloomberg Philanthropic grant
- Leveraged Oracle Managed Cloud Services' built-in security to protect confidential information – such as citizen's personally identifiable information and the Court Amnesty Initiative
- Maximized software to meet the ever changing needs of the city and mayor's office, some of which were out of the original project scope
- Improved productivity of city customer service representatives by leveraging the functionality of Siebel system metrics with the help of Oracle's business intelligence systems
- Utilized Oracle Managed Cloud Services to establish and maintain the Oracle environments and handle configuration management - allowing the city to focus on their core business of running a city

Why Oracle

“Oracle Managed Cloud Services enabled us to get the most value from our Oracle investment. We looked at other providers but decided that leveraging the functionality of Oracle software managed by Oracle experts was the best solution.” said Joann Butler, director, ATL311, City of Atlanta

Implementation Process

City of Atlanta went live initially with an internal soft launch in March 2014. The system was publicly launched in October of 2014. The ATL311 Customer Relationship Management System (CRMS), including a portal that offers self-service functionality, supports 24/7 operations and provides consistent customer service with each contact, regardless of constituent or visitor status.

Additionally, the city implemented citywide performance-reporting capabilities, agency, and program-specific dashboards; integrated with geographic information system analysis tools to display service request information on a map; and increase the analytics data available to the public—ultimately improving decision-making and citizen service.

Oracle Customer:**Minerals Technologies Inc.**

New York, New York

www.mineralstech.com

Industry:

Industrial Manufacturing

Annual Revenue:

Over \$5 Billion

Employees:

4,200

Oracle Products & Services:

- Oracle Managed Cloud Services
- Oracle E-Business Suite Release 12.1
- Oracle Financials
- Oracle Internet Expenses
- Oracle Process Manufacturing
- Oracle Order Management
- Oracle Transportation Management
- Oracle Inventory
- Oracle Warehouse Management
- Siebel Customer Relationship Management

Minerals Technologies Inc. Supports Global Expansion and Improves Competitive Advantage with Cloud Application Suite

“We have benefitted immensely by implementing Oracle worldwide. Following our acquisition of AMCOL International Corporation, we are focused on delivering a standard set of services across the globe. With Oracle E-Business Suite Release 12.1 and Oracle Managed Cloud Services, we will have one instance with the same look and feel worldwide—providing greater clarity into our business data to enable us to make better decisions that drive our efficiency and performance.”

— **Khem Balkaran**, CIO, Minerals Technologies Inc.

Minerals Technologies Inc. is a resource- and technology-based company that develops, produces, and markets worldwide a broad range of specialty mineral, mineral-based, and synthetic mineral products, and related systems and services. The company has five segments: specialty minerals, refractories, performance materials, construction technologies, and energy services.

The specialty minerals, performance materials, and construction technologies segments produce and sell products and technologies based primarily on calcium carbonate, bentonite, talc, chromite, and leonardite. These segments are used principally in the paper, metal casting, building materials, paints and coatings, consumer products, ceramic, polymer, food, and pharmaceutical industries.

The refractories and energy services segments produce and market patented technologies, products, and services. The refractories segment produces monolithic refractory materials and specialty products, services, and application equipment used primarily by the steel, non-ferrous metal, and glass industries. The energy services group provides a range of products and services for all phases of oil and gas production.

Minerals Technologies emphasizes research and development. By developing and introducing technologically advanced new products, it has been able to anticipate and satisfy changing customer requirements and create market opportunities through new product development and product application innovations.

Challenges

- Integrate the expansive IT system of AMCOL, a global mining company acquired by Minerals Technologies, to unify six general ledger systems and 100 applications, while adding 3,000 employees in 30 new countries
- Provide global visibility into all financial, manufacturing, and logistics data across 60 manufacturing plants worldwide, for the specialty materials provider
- Minimize IT complexity, as well as time and money spent on maintenance, support, and administration
- Reduce turnaround time for external and internal reporting to facilitate faster decision-making

Solutions

- Improved business agility and enabled the company to expand quickly in new geographies—including its recent acquisition of AMCOL—by running a single instance of Oracle E-Business Suite Release 12.1 to help standardize global operations and provide shared services for greater efficiency
- Provided a solid foundation to move the expanded company onto a standard Oracle platform to drive competitive advantage—including 20 new locations; 67 new business units; and additional offerings across performance materials, construction technology, and energy services
- Used Oracle Financials to streamline the record-to-report process, enabling the company to frequently review transactions for a more efficient closing process, rather than waiting until month-end
- Reduced the time needed to close the month-end books from nine days to three days
- Provided visibility into cash requirements and payment terms to more effectively manage cash flow, suppliers' payment terms, and compliance levels
- Enabled the company to view each customer's shipping history individually, automate the cash collection process, and manage customer relationships more proactively
- Provided the ability to generate weekly, rather than monthly, sales reports—offering better insight into deals and pending sales enabling management to make more effective decisions
- Used Oracle Enterprise Asset Management to more effectively track product warranties and material inventory, as well as improve the ability to schedule proactive equipment maintenance across all 60 worldwide plants—providing visibility into machine uptime and minimizing breakdowns
- Supported a complex process manufacturing system with recipe-based manufacturing capabilities that helps manage costing for inherently variable chemical products
- Supported order volume of nearly 1,200 shipments or transfers (for on-premise manufacturing) per month
- Improved integration between Oracle E-Business Suite and Oracle's Siebel Customer Relationship Management and provided stronger support for mobile technology with the upgrade to Oracle E-Business Suite Release 12.1
- Reduced IT support requirements, improved system reliability, and enhanced scalability to support global expansion by hosting Oracle E-Business Suite on Oracle Managed Cloud Services
- Benefited from a dedicated Oracle service delivery manager and seamless access to Oracle expertise with Oracle Managed Cloud Services, all of which simplifies internal system support efforts
- Gained access to an active cloud community via Oracle Managed Cloud Services, enabling the company to share ideas and take advantage of new functionality

Why Oracle

Minerals Technologies implemented Oracle E-Business Suite Release 12.1 on Oracle Managed Cloud Services because it wanted to focus on leveraging the application suite to improve business processes, rather than focus on managing hardware, security, and system performance.

“Oracle is a true partner and is the best in the business. With Oracle E-Business Suite Release 12.1 and Oracle Managed Cloud Services, we have insight into every aspect of our business and can truly focus on leveraging the value of the technology across our global processes, instead of managing the technology itself. We have better system performance and availability with our Oracle software, running on Oracle hardware, being run by Oracle experts,” said Khem Balkaran, CIO, Minerals Technologies Inc.

Implementation Process

Minerals Technologies first implemented Oracle E-Business Suite in 2003 in the United States. From 2005 to 2008, it rolled the application suite out to its other geographies.

In 2012, Minerals Technologies upgraded to Oracle E-Business Suite Release 12.1, completing the nine-month project on time. During the migration cycle, the Oracle team worked around the clock to support trial migrations and troubleshooting. The team also migrated a number of localizations to support Minerals Technologies’ multinational business.

“We were one of the early adopters of Oracle Managed Cloud Services, which enables us to do what we do best—provide our customers with the services they need—while leaving application management to the experts. Our partnership with Oracle Managed Cloud Services has worked very well for us,” Balkaran said.

Oracle Customer:**Opera Software**

San Mateo, California
www.operasoftware.com

Industry:

High Technology

Annual Revenue:

\$100 to \$500 Million

Employees:

1,233

Oracle Products & Services:

- Oracle Financials Managed Cloud Service

Oracle Partner:**Intelenex**

www.intelenex.com

Opera Software Closes Financial Books Nearly 3x Faster and Ensures Scalability and High Availability

“Oracle Financials Managed Cloud Service helped us through a hyper-growth period, consolidating all of our financial processes onto one, easy-to-use solution. Oracle enabled us to replace QuickBooks, speed up processes through automation, and improve business visibility through global reporting.”

— **Jennifer Lewis**, Senior Director of Revenue, Opera Software

Opera Software products enable more than 350 million internet consumers to discover and connect with the content and services that matter most to them, regardless of device, network, or location. Opera also delivers products and services to more than 130 mobile operators around the world, enabling them to provide a faster, more economical, and better network experience to their subscribers. The company’s mobile advertising platform enables publishers to monetize their content and allows brands to reach a global audience of more than 500 million consumers.

The company includes multiple global entities, with its parent company headquartered in Norway. Through continued acquisitions and rapid organic growth, Opera’s business requirements grew more complex. As a result, the company looked to replace its core financial platforms—QuickBooks and Maconomy—with a scalable and flexible enterprise resource planning solution to successfully manage an expansive and complex organization that supports finance and accounting teams in Norway, Sweden, China, Japan, South Korea, Poland, India, and the United States.

Opera recently went live with the first phase of an Oracle Financials Managed Cloud Service, implementation for 11 of its 30 legal entities. Once fully live, Opera plans to use Oracle Financials Managed Cloud Service to enable its various accounting and financial teams to improve financial analysis and reporting and accelerate internal monthly and quarterly close cycles, so the process is completed in just 4 days instead of 11 days.

Additionally, Opera plans to use the integrated financial system to accelerate on boarding acquired companies to its speed return on the investment. Further, it hopes to minimize system redundancy, improve reliability, and gain visibility into individual business units, providing a more comprehensive view of the organization. Oracle Managed Cloud Services provide Opera with unlimited IT scalability, high availability, and optimum applications administration to support business growth.

Why Oracle

“After looking at several solutions, including SAP and NetSuite, Oracle was a clear choice for us. The Oracle team was very customer-centric and responded to our needs and aggressive timeline, and the Oracle Financials Managed Cloud Service implementation was the cleanest one we have ever done. Also, Oracle Managed Cloud Services provides unlimited scalability to support overall growth on a global level. The managed-cloud support system assures a consistently stable environment for our data, system-administration engineers, and end-user community,” said Jennifer Lewis, senior director of revenue, Opera Software.

Implementation Process

Opera Software is implementing Oracle Financials Managed Cloud Service across its global operations in several phases. In the first phase, Opera migrated 11 operating companies from QuickBooks to Oracle Financials in just five months.

Partner

Opera Software partnered with Oracle Platinum Partner Intelenex to develop a plan to migrate its financials processes off QuickBooks—ensuring it migrated all data correctly—from financials, to customer and vendor data.

“Intelenex was a true partner for us, as it understood our business needs, spent time with our finance and accounting teams, and designed a solution around our aggressive timeline,” Lewis said.

Oracle Customer:**TMEIC Corporation**

Roanoke, Virginia

www.tmeic.com

Industry:

Engineering and Construction

Annual Revenue:

\$100 to \$500 Million

Employees:

375

Oracle Products & Services:

- Oracle E-Business Suite Managed Cloud Services
- Oracle Sales Cloud

TMEIC Corporation Supports Global Operations with Improved Engineering Project Visibility

“Oracle E-Business Suite Managed Cloud Services delivered an enterprise resource planning solution that is cost-effective and flexible, meeting the needs of our growing organization.”

— **John Slaski**, Director, Information Technology, TMEIC Corporation

TMEIC Corporation designs and develops advanced automation and drive systems for industrial applications, serving the metals, oil and gas, mining, material handling, and renewable energy industries, as well as utilities and other industrial markets. Based in Roanoke, Virginia, TMEIC Corporation is a group company of Toshiba Mitsubishi Electric Industrial Systems Corporation, with its headquarters in Tokyo and operations in the United States, Japan, India, Canada, Spain, Turkey, Australia, Italy, the United Kingdom, Singapore, and China among other countries.

Challenges

- Deploy an ERP system that meets the needs of an engineering-focused, project-based industrial technology company, as opposed to a manufacturing-focused organization
- Gain greater visibility into engineering project costs to enable more accurate pricing and billing for the company’s specialized and customized automation and drive systems
- Deploy a CRM system that enables TMEIC business units across the globe to better coordinate sales activities with multi-national customers and provides expanded reporting capabilities
- Gain the agility and insight required to support expansion into new regions and business segments—such as material handling in ports
- Continue to provide employees with “big-company” applications—such as multi-language and multi-country functionality
- Control IT management costs

Solutions

- Deployed Oracle E-Business Suite, run by Oracle Managed Cloud Services, to create a highly available, scalable, and reliable IT infrastructure to support the company’s global industrial automation and drive system operations
- Rolled out robust collaboration capabilities and sophisticated enterprise applications to which employees had been accustomed when they were part of a larger parent organization
- Streamlined operations while driving growth into new business sectors, such as photovoltaic, with a cost-effective, flexible solution
- Replaced the company’s existing CRM tool with Oracle CRM On Demand to improve day-to-day sales reporting, as well as help the company produce merged sales reports across countries
- Migrated to Oracle Sales Cloud in concert with other TMEIC group companies in Europe, India, and China—allowing for more accurate forecasts and win probabilities, and collaborating more efficiently with sales teams and partners around the world

- Provided visibility into all aspects of project management—including costs and expenses—to ensure on-time and on-budget engineering-based automation and drive project delivery
- Determined more accurate project profit margins and identified potential roadblocks—like schedule or budget slippage—in advance to avoid overruns and delays
- Expanded visibility into the company’s financial and human resources operations, driving more informed decisions, and laid the groundwork to deploy recruiting and talent management functionality in the future
- Enabled the company to close its monthly financial books in just half a day
- Enabled the company to manage a multi-national workforce and diverse benefits for US residents, third-party nationals, and others
- Improved reporting to provide management with greater visibility across markets and channels
- Reduced IT management costs by 30% per year and ensured predictability with the cloud-based solution—reducing resources needed to focus on system maintenance
- Freed internal IT resources to focus on organizational priorities such as developing quoting and pricing systems tailored to the company’s unique market which sells specialized equipment and services for steel mills, ports, oil and gas production, mining, and other industrial clients

Why Oracle

“We found it very difficult to gain visibility into all aspects of our projects—including scheduling, expenses, and staff time—across the company. We also needed timely access to essential information from applications across the enterprise. Oracle E-Business Suite, run by Oracle Managed Cloud Services, enabled us to consolidate our disparate systems and improve business performance,” said John Slaski, director, information technology, TMEIC Corporation.

Oracle Customer:

Worthington Industries

Columbus, Ohio

www.worthingtonindustries.com

Industry:

Industrial Manufacturing

Annual Revenue:

\$1 to \$5 Billion

Employees:

10,000

Oracle Products & Services:

- Oracle E-Business Suite Managed Cloud Services
- Oracle Financials Managed Cloud Service
- Oracle Human Resources Managed Cloud Service Release 12
- Oracle Order Management Managed Cloud Service
- Oracle Discrete Manufacturing Managed Cloud Service
- Oracle iProcurement Managed Cloud Service
- Oracle Advanced Supply Chain Planning Managed Cloud Service Release 12
- Demantra Demand Management Managed Cloud Service
- Demantra User Productivity Kit for Demantra Demand Management
- Oracle Consulting

Worthington Industries Ensures Global Manufacturing Operations Have 24x7 Access to Enterprise Resource Planning

“What’s been most beneficial for us is the around-the-clock support Oracle offers through an entire engagement, from providing hardware and new technology expertise, helping us through implementations and upgrades. Oracle allows our lean IT team to get things done quickly and efficiently, so employees can stay focused on our critical business needs.”

— **Kathy Lucas**, Release Management, Oracle Cloud Services Liaison, Worthington Industries

Worthington Industries is a leading diversified-metals manufacturing company. The Columbus, Ohio-based company is North America’s premier, value-added steel processor and a leader in manufactured metal products, such as propane, oxygen, refrigerant, and industrial cylinders; hand torches; camping cylinders; scuba tanks; compressed natural gas storage cylinders; industrial cryogenic tanks; helium balloon kits; exploration, recovery and production tanks for global energy markets; custom-engineered open and enclosed cabs and operator stations for heavy mobile equipment; laser welded blanks; steel pallets and racks; and—through joint ventures—suspension grid systems for concealed and lay-in panel ceilings; current- and past-model automotive service stampings; and light-gauge steel framing for commercial and residential construction. Worthington employs approximately 10,000 people and operates 81 facilities in 10 countries.

Challenges

- Consolidate financial management systems and processes across multiple manufacturing business lines
- Automate manufacturing and work-order processes to ensure that each business line and plant is run in the same way
- Deploy an integrated enterprise resource planning (ERP) and supply chain management system on a managed-cloud-services platform to take advantage of global support, high system capacity and availability, disaster recovery, and service continuity to ensure manufacturing plants can run 24x7
- Upgrade ERP system to receive superior support, reduce costly customizations, and take advantage of new functionality
- Simplify and accelerate demand planning to enable the sales team to spend more time on selling and less on developing forecasts

Solutions

- Implemented Oracle E-Business Suite Managed Cloud Services to improve system scalability, as the company continues to grow and expand through acquisitions, and to boost availability to 99.8%, which is critical for a 24x7 global manufacturing operation
- Reduced IT costs and complexity by moving to a cloud-based platform, enabling Worthington’s small IT team to focus on supporting the company’s business needs rather than on daily IT system management and patching

- Consolidated financial management systems and standardized processes across 81 locations in 10 countries, improving operational efficiency and guaranteeing that each manufacturing plant operates in the same way—ultimately ensuring consistent product delivery
- Took advantage of Oracle Managed Cloud Services' advanced compression capabilities to free up 6,300 GB of space across 10 application environments—a savings of US\$60,000 per year
- Upgraded to Oracle E-Business Suite Managed Cloud Services Release 12 to take advantage of new functionality in credit management, trade management, and accounts receivables, as well as to identify 51 opportunities to reduce customizations and related costs
- Implemented Oracle's Demantra Demand Management Managed Cloud Service to accelerate forecast development, improve data integrity, provide offline capabilities for offsite users, and put the company in position to improve forecasting accuracy by approximately 50%

Why Oracle

Worthington Industries evaluated three solutions and selected Oracle, based on the broad functionality of the software, ease of integration between applications, reliable support, and Oracle's managed and consulting services available to assist the company's small IT team.

Implementation Process

Worthington Industries first implemented Oracle E-Business Suite Managed Cloud Services nine years ago. The company recently worked with Oracle Managed Cloud Services to upgrade to Oracle E-Business Suite Release 12 for its human-resources and advanced supply-chain-planning modules. It then implemented Oracle's Demantra Demand Management Managed Cloud Service in July 2013. In addition, Oracle Managed Cloud Services did an end-to-end upgrade of Oracle Business Intelligence Enterprise Edition. Worthington is also in the midst of an upgrade to Release 12 for its core ERP applications, including Oracle Financials, Oracle Procurement, and Oracle Discrete Manufacturing.

Oracle Customer:**Arlington Public Schools**

Arlington, Virginia

www.arlington.k12.va.us

Industry:

Public Sector

Employees:

4,000

Oracle Products & Services:

- Oracle Financials Managed Cloud Service Release 12
- Oracle iRecruitment Managed Cloud Service Release 12
- Oracle Human Resources Managed Cloud Service Release 12
- Oracle Inventory Management Managed Cloud Service Release 12
- Oracle Internet Expenses Managed Cloud Service Release 12
- Oracle iProcurement Managed Cloud Service Release 12

Oracle Partner:**AST Corporation**

www.astcorporation.com

Arlington Public Schools Improves Operational Efficiency and Educator and Administrator Effectiveness While Reducing Costs

“Oracle E-Business Suite Release 12—run and maintained by Oracle Managed Cloud Services—is the best fit for our goals because it offers the combination of software features and functionality required to meet current and future stakeholder demands, while providing the availability, security, and expertise we need to focus resources on strategic initiatives that help our school district. Oracle Managed Cloud Services also helped us to reduce long-term costs.”

— **Girish Rajput**, Director, Arlington Public Schools

Arlington Public Schools is a public school division in Arlington County, Virginia. Employing more than 2,000 teachers, Arlington Public Schools also boasts students from more than 120 counties.

Challenges

- Improve connectivity between systems—such as financials and human resources applications—to eliminate technology silos, while expanding enterprise resource planning capabilities
- Provide educators and administrators with self-service options, such as the ability to view online pay slips and W-2 forms, as well as to submit expense reports and order supplies online under prenegotiated, district wide, managed contracts
- Implement a flexible solution to enable the school system to further enhance functionality in the future

Solutions

- Selected Oracle Managed Cloud Services for Arlington Public Schools’ Oracle E-Business Suite Release 12 applications to gain an enterprise-grade, integrated, and secure end-to-end, managed cloud-service solution to better meet current and potential school-system educator and administrator needs
- Reduced technology maintenance costs and freed personnel to focus on more strategic business needs
- Deployed a streamlined solution to enable Arlington Public Schools to sustain a large system portfolio—including financial-management and human-resources applications—with exceptional uptime, security, stability, interoperability, and infrastructure and software management and support
- Reduced costs and administrative workload by replacing cumbersome, paper-based processes with electronic processes—for example, by using Oracle Internet Expenses to enable employees to submit expense reports online with automatic routing to managers for approval or Oracle iProcurement for punch-outs to supplier-hosted sites, such as Office Depot, School Specialty, and Grainger to make purchases under prenegotiated contracts
- Used Oracle Financials Managed Cloud Service to automate the payment and timesheet information flow for more rapid payment processing, which is essential because the school system has complex pay grades, as employees can perform two different jobs and get paid differently across those jobs

- Launched a collaborative, automated performance-management pilot program for 600 educators and administrators to define objectives and track them throughout the year, align individual objectives with those of the school system, evaluate an individual's competencies and progress on objectives at any point in time, and enable feedback on an individual's performance by multiple participants

Why Oracle

“The reason why Oracle E-Business Suite Managed Cloud Services is such a good fit for us is because it is very configurable. We can personalize the system without extensive coding to fit our specific business processes, and we have 24/7 support from Oracle. Additionally, Oracle provides a large, technical knowledgebase that we can tap into—not of just Oracle folks, but successful customers as well,” said Girish Rajput, director, Arlington Public Schools.

Implementation Process

Arlington Public Schools originally implemented Oracle E-Business Suite in 2006. It started its upgrade to Release 12 in August 2013 and went live by December 2013.

Partner

“After an extensive request for proposals process, we selected Oracle Partner AST Corporation. We worked hand-in-hand with AST's project manager to upgrade our Oracle E-Business Suite applications to Release 12, as well as to fully take advantage of new functionality,” Rajput said.

Oracle Customer:**Bausch & Lomb India**

Gurgaon, India

www.bausch.in

Industry:

Healthcare

Employees:

250

Oracle Products & Services:

- Oracle E-Business Suite Managed Cloud Services
- Oracle Financials Managed Cloud Service
- Oracle Human Resources Managed Cloud Service
- Oracle Order Management Managed Cloud Service
- Oracle Inventory Management Managed Cloud Service
- Oracle Purchasing Managed Cloud Service
- Oracle Process Manufacturing Managed Cloud Service
- Oracle Advanced Pricing Managed Cloud Service

Bausch & Lomb India Achieves Operational Excellence, Ensures Business Continuity, and Reduces IT Costs with Managed Cloud

“By using a flexible and cost-effective Oracle E-Business Suite Managed Cloud Services, we gained access to Oracle’s expertise and ensured best practices and governance across every layer of our technology portfolio. This enabled us to improve operating efficiency, ensure business continuity and reduce IT costs.”

— **Kavita Bijlani**, Senior Manager, IT, Bausch & Lomb India

Bausch & Lomb India Pvt. Ltd. is a leading global eye health company that traditionally operates in three segments: vision care, such as contact lenses and solutions; surgical ophthalmology and aesthetics, which includes cosmetic services such as scar and wrinkle removal.

Challenges

- Replace outsourced (on-premises) database administrator (DBA) team to ensure best practices for managing Oracle E-Business Suite applications, while reducing IT costs and avoiding the need to expand in-house IT team
- Streamline IT management to ensure continuity for the company’s health science products business and minimize risk
- Enable IT team members to focus on advancing core business by developing solutions to support portfolio expansion, such as vision care products and cosmetic services, and add business value instead of spending time on routine, but necessary, system administration tasks

Solutions

- Ensured business continuity and elevated customer satisfaction by leveraging Oracle’s expertise to apply the latest Oracle technologies and innovations to optimize system performance and availability, and minimize disruption to business operations, such as billing for vision care services
- Improved IT governance and process efficiency by using a systemized approach to maintenance tasks, such as reducing time to patch and upgrade Oracle applications to one week instead of taking two months, thanks to Oracle E-Business Suite Managed Cloud Services
- Saved significant IT costs by eliminating floor space requirement for physical servers, hardware upgrade costs, and DBA headcount
- Supported seamless office relocation and operational excellence by eliminating the need to transport and reinstall physical servers and ensuring hardware scalability to meet business demand
- Freed IT team members from routine system maintenance to focus on strategic initiatives that drive the business forward, such as developing services to support vision care business unit
- Improved service level agreement by gaining priority support for internal service requests related to business-critical processes, such as sales and distribution of eye care products

- Ensured best practices across all technology layers thanks to monthly operational review meetings and close collaboration with Oracle Managed Cloud Services team
- Maximized value of Oracle investment by integrating cloud management service with Oracle E-Business Suite and third-party middleware to enable interaction with suppliers' systems, such as banks and group headquarters, increasing business process efficiency
- Gained the flexibility to select the best cloud deployment model, without lock-in, and scale the IT infrastructure as the healthcare and pharmaceutical product business grows

Why Oracle

Bausch & Lomb India initially ran Oracle E-Business Suite from its on-premises data center, but encountered a number of challenges, including a lack of Oracle expertise and multiple operating server environments, that made the venture impractical. The company decided to adopt Oracle E-Business Suite Managed Cloud Services because it offered a cost-effective and flexible cloud management service with access to Oracle expertise, ensured minimal downtime and rapid support for system issues, and allowed its IT team to spend more time on supporting new business priorities instead of technical issues.

“We did not even consider other service providers because we trusted Oracle, and nothing is better than having experts from Oracle to manage Oracle products. Our senior management team strongly endorsed the decision to adopt Oracle Managed Cloud Services, which provided the best possible means of future proofing our business operations,” said Kavita Bijlani, senior manager, IT, Bausch & Lomb India Pvt. Ltd. “I would recommend Oracle Managed Cloud Services to companies wanting to focus on developing core competencies, maximize the value of its IT team and reduce IT costs.”

Implementation Process

Bausch & Lomb India was the first Indian company to adopt Oracle E-Business Suite Managed Cloud Services including Oracle Financials Managed Cloud Service, Oracle Human Resources Managed Cloud Service, Oracle Order Management Managed Cloud Service, Oracle Inventory Management Managed Cloud Service, Oracle Purchasing Managed Cloud Service, Oracle Process Manufacturing Managed Cloud Service, and Oracle Advanced Pricing Managed Cloud Service. With outstanding support from the Oracle team, it completed the migration on time and within budget. Moreover, when technical issues arose, Oracle resolved them quickly, ensuring no disruption to business operations.

Oracle Customer:**CERN (European Organization for Nuclear Research)**

Geneva, Switzerland

www.cern.ch

Industry:

Education and Research

Employees:

2,512

Oracle Products & Services:

- Oracle E-Business Suite Managed Cloud Services Release 12.1.3
- Oracle Human Resources Managed Cloud Service
- Oracle Database, Enterprise Edition Managed Cloud Service

(CERN) European Organization for Nuclear Research Keeps IT Team Focused on Core Business by Using Cloud Services

“Oracle Managed Cloud Services ensures 24/7 coverage for its Oracle E-Business Suite database and middle-tier monitoring, upgrades, migrations, and patching. Oracle Managed Cloud Services enables us to reduce time spent on patching and maintenance by more than 60%.”

— **Arash Khodabandeh**, IT Department Database Group, European Organization for Nuclear Research (CERN)

The European Organization for Nuclear Research (CERN) is one of the world’s largest and most respected centers for scientific research. Founded in 1954 and located near Geneva on the Franco-Swiss border, CERN was one of Europe’s first joint ventures. Today, it has 21 member states and is home to physicists and engineers who probe the fundamental structure of the universe. CERN’s researchers use the world’s largest and most complex scientific instruments to study the basic properties of matter. The process gives clues about how particles interact and provides insights into the fundamental laws of nature.

Challenges

- Integrate more than 20 in-house-developed applications that meet specific business needs for its recruitment, training, performance management, work safety, and payroll functions
- Support business continuity and enable permanent and guest researchers to access research facilities and highly specialized scientific equipment
- Achieve maximum return on IT investments by facilitating regular application patching, maintenance, optimization, and upgrades that enhance system performance and mitigate downtime risks

Solutions

- Upgraded to Oracle E-Business Suite Release 12.1.3 and is using Oracle Managed Cloud Services to help human resources management assign jobs, positions, and pay grades for thousands of personnel members, visiting researchers, and engineers representing more than 600 universities and research institutions from 113 nations
- Provided the flexibility needed to manage permanent and short-term contracts, enabling the organization to register visiting scientists and temporary staff to grant them access to the CERN premises
- Ensured consistent testing and configuration of the Oracle E-Business Suite environment by using Oracle E-Business Suite Managed Cloud Services, gaining in software management as well as optimized security
- Enhanced human resources (HR) system reliability for more than 250,000 individuals who have or had a working relationship with CERN, while reducing IT maintenance requirements—including patches, performance, and incident resolution—by implementing Oracle E-Business Suite Managed Cloud Services to focus internal IT resources on supporting research activities
- Reduced time and cost for managing, maintaining, and securing the application environment

- Benefited from a dedicated Oracle service delivery manager—who served as a single point of contact for all issues—and seamless access to Oracle expertise to simplify support

Why Oracle

CERN has a 30-year relationship with Oracle and makes extensive use of Oracle software to support mission-critical applications for most administrative and technical activities within the organization. Moving its HR applications to Oracle Managed Cloud Services reduced the cost, disruption, and resource requirement spikes traditionally related to upgrades, while Oracle's ongoing planning support enabled CERN to more easily take advantage of new functionalities and capabilities as they became available.

Oracle Customer:**Shelf Drilling**

Dubai, United Arab Emirates
www.shelfdrilling.com

Industry:

Engineering and Construction

Employees:

4,000

Oracle Products & Services:

- JD Edwards EnterpriseOne
Managed Cloud Service
Capital Asset Management
Managed Cloud Service
Financials Managed Cloud Service
One View Reporting for Financials
Managed Cloud Service
- JD Edwards EnterpriseOne 9.1
- Oracle Data Integrator
- Oracle Hyperion Financial Data
Quality Management
- Oracle Hyperion Financial Reporting
- Oracle Planning and Budgeting Cloud
Service

Oracle Partner:**Tata Consultancy Services**

www.tcs.com

ADI Strategies

www.adistrategies.com

Shelf Drilling Optimizes Jackup Rig Operations Globally Thanks to Innovative Mix of Cloud and Hosted Solutions

“As a provider of offshore drilling services, we go wherever our customers need our rigs. As a startup, we needed to rapidly deploy a global ERP system that provides near real-time results as data flows to our Dubai headquarters from all over the world. We found an answer to both challenges with Oracle’s JD Edwards EnterpriseOne Managed Cloud Service, thanks to a hybrid architecture developed by Oracle Partner TCS which we believe is unique in the energy market.”
— **Bryan Teo**, Director of Enterprise Resource Planning, Shelf Drilling Ltd.

Shelf Drilling, Ltd. is a private company headquartered in Dubai with rig operations and offices across Southeast Asia, India, West and North Africa, and the Middle East. The company was founded in 2012 by a team of oil and gas executives with proven industry leadership, backed by a billion dollar investment to take over 38 rigs from former operator Transocean.

Jackup rigs—which raise and lower their legs to position the drilling platform to achieve proper platform heights—are typically used for drilling in depths of 400 feet or less. In 2013, the global jackup rig market achieved the highest volume of orders since the 1950s when offshore drilling operations expanded globally.

Leveraging an outstanding track record to provide best-in-class drilling operations, Shelf Drilling’s sole focus is on shallow water jackup drilling services. Its geographic diversity, reliable operations, and excellent customer relationships make the company the preferred choice for oil and gas customers, employees, and stakeholders.

Challenges

- Enable a specialized jackup drilling startup to handle everything from financial budgeting and forecasting to asset maintenance, supply chain management, and procurement administration in a single enterprise resource planning (ERP) system
- Ensure that the billion dollar oil and gas startup becomes operational and transitions to a standalone company as fast as possible by deploying the ERP system in less than six months
- Monitor closely a fleet of 38 jackup rigs—located across Southeast Asia, India, West Africa, Middle East, North Africa, and the Mediterranean—from offices in Dubai
- Achieve high rig uptime rates and establish stringent cost controls to meet the rigorous service demands of core customers—a Who’s Who of the world’s major oil and gas companies—who expect rigs to operate 24/7 and deliver the scheduled output

Solutions

- Collaborated with Oracle Diamond Partner Tata Consultancy Services (TCS) to implement an innovative hybrid cloud enhancement solution—where each rig runs an offline instance of JD Edwards EnterpriseOne 9.1 and interfaces with the central instance—providing near real-time access for the users on the rigs resulting in higher user acceptance of the system

- Launched the hybrid cloud solution within five months and achieved the transition to a standalone company within the mandated half-year timeframe—helping Shelf Drilling to rapidly gain market share in the jackup drilling industry
- Leveraged JD Edwards EnterpriseOne’s close integration with Oracle’s PeopleSoft solutions—used by the seller Transocean for running financials—enabling Shelf Drilling to re-use existing data and deliver month-end financial reports immediately after start of operations
- Provided Dubai headquarters with timely updates on rig key performance indicators—from supply chain to maintenance and drilling output—by sending local data flows via satellite multiple times day and night from across the globe to JD Edwards Oracle Managed Cloud Services 9.1’s central instance
- Made it easy to analyze transactional data by creating intuitive charts, graphs, tables, and reports with JD Edwards EnterpriseOne One View Reporting for Financials Managed Cloud Service—giving executives a clear picture of revenues and financial obligations to help them allocate resources optimally
- Optimized supply chain processes by automatically triggering a purchase requisition for inventory items that fall below a minimum level, while giving procurement staff inventory visibility across the entire fleet—enabling them to request spare parts from other rigs to ensure faster and cheaper delivery than purchasing the items
- Used JD Edwards EnterpriseOne Capital Asset Management Managed Cloud Service to prioritize maintenance by showing rig managers the status of individual parts and how long a replacement will take from a manufacturer or another rig—avoiding urgent air freight costs, ensuring optimum stock levels in near real time, and enhancing procurement for more than 50,000 items per year
- Deployed Oracle Planning and Budgeting Cloud Service for more than 90 users across the company’s worldwide jackup operations—improving sales and operational planning and forecasting, enhancing standard and ad-hoc reporting, and gaining the ability to easily update financial models on a monthly, quarterly, or annual basis

Why Oracle

“JD Edwards Oracle Managed Cloud Services 9.1 simplified the transition process and saved us valuable time, as we were able to see results very quickly. Rather than install expensive new satellite links on each rig, Oracle Partner TCS helped us build an innovative hybrid solution with local ERP versions on each rig that communicate multiple times each day with the cloud-based system. On-site crew and managers have the perfect tools to do their jobs, and our headquarters benefit from near real-time updates from the entire fleet,” said Bryan Teo, director of enterprise resource planning, Shelf Drilling Ltd.

“Today, we are budgeting and forecasting revenue, operating expenses, capital expenditure, balance sheet, and cash flow within one solution.

We are able to analyze actual and forecasted data, create what-if scenarios, support multiple versions, and revise, iterate, and aggregate information based on up-to-date data,” said Ian Clark, executive vice president, Shelf Drilling Ltd. “Each rig is practically a world unto itself, and needs to be properly stocked with thousands of items at all times without incurring unnecessary costs for excess inventory or urgent air freight. Oracle’s tools enable us to adjust to business changes much more effectively.”

Partner

Shelf Drilling teamed up with Oracle Diamond Partner Tata Consultancy Services (TCS) to closely evaluate options for a comprehensive ERP platform that would help run the new company. The ability to mitigate equipment downtime through an integrated maintenance, procurement, and inventory process ranked among the most important criteria—because customers are charged by the day, and idle minutes may translate to high losses of revenue. TCS then developed an innovative hybrid cloud enhancement solution with JD Edwards EnterpriseOne Managed Cloud Service to fulfill Shelf Drilling’s requirement of near real-time reports from all rigs without overstressing budgets due to high-costs satellite link-ups. TCS continues to support the solution.

Shelf Drilling worked with Oracle Platinum Partner ADI Strategies to deploy Oracle Planning and Budgeting Cloud Service—the first deployment of this solution worldwide.

Oracle Customer:**Vicentin SAIC**

Buenos Aires, Argentina

www.vicentin.com.ar

Industry:

Industrial Manufacturing

Annual Revenue:

\$1 to \$5 Billion

Employees:

3,000

Oracle Products & Services:

- Oracle E-Business Suite
- Oracle Order Management Managed Cloud Service

Vicentin SAIC Unifies Financial Management Systems and Closes Accounts 90% Faster by Using Cloud-Based Services

“With Oracle E-Business Suite Managed Cloud Service, we have unified our financial information systems and now have a single source of reliable information.”

— **Cristian Padoan**, Director General, Vicentin SAIC

Vicentin SAIC is an Argentine business group founded in 1929. The company, which has diversified into eight businesses, operates in the oilseed, textile, cold storage, and cotton industries. Vicentin has four oilseed-crushing plants, two biodiesel plants, an agro-chemical plant, four cotton-ginning plants, one threading plant, two beef processing facilities, and two major ports. Its businesses are located in Buenos Aires, Santa Fe, Formosa, Santiago del Estero, and the Chaco provinces.

Focused on unifying business information across its eight companies, automating commercial processes, and improving its monthly financial close process, Vicentin worked with Oracle Consulting to implement Oracle E-Business Suite Managed Cloud Service delivered through the cloud from a US-based Oracle data center. With Oracle Managed Cloud Services, Vicentin focused its available IT human resources on satisfying the group’s business needs and guaranteed rapid implementation. It also gained local and global support expertise, as well as timely maintenance, without further investment.

Using Oracle E-Business Managed Cloud Service, Vicentin unified and standardized all the eight companies from the group by basing them on the same financial accounting platform, incorporating acquired companies into the Oracle solution. Thanks to this unified platform under the same processes standards, Vicentin relies on accurate information to make decisions.

Vicentin manages accounting, accounts payable, accounts receivable, purchases of nonproduction materials and supplies and sales of some business units with Oracle E-Business Suite Managed Cloud Service. Users connect to the Oracle cloud from different production units that are geographically dispersed, including the oil and oilseed plants in Avellaneda and San Lorenzo, in the province of Santa Fe, and administrative offices in Buenos Aires.

As a result of the maturity of Oracle E-Business Suite Managed Cloud Service, Vicentin unified account closures and accelerated them by 90%. Many manual processes were eliminated, including having to rework financial information. Payment processes were automated; reducing process times by 25%.

Why Oracle

“We needed to work with a software provider that offered an excellent variety of applications and the best software management methods, and Oracle fulfilled the requirements,” said Cristian Padoan, director, Vicentin SAIC. “Oracle Managed Cloud Services allows us to focus our IT resources on our core business and ensures that we are always up-to-date to generate benefits for the group. We can also easily deploy new business units, as we have done with the different companies in the group.”

Implementation Process

Vicentin implemented Oracle E-Business Suite, delivered through Oracle Managed Cloud Services, progressively across its eight companies, starting in 2005 with Vicentin SAIC and Algodonera Avellaneda SA and ending with the Terminal Puerto Rosario in 2011.

“Vicentin worked with Oracle Consulting to ensure a secure, quick, and successful implementation. The shared effort between both teams allowed us to find a solution for business-model standardization by integrating the business units (oilseed, textile, cold storage, and cotton) with Oracle E-Business Suite through Oracle Managed Cloud Services,” Padoan said.

Oracle Customer:**Bimbo SA de CV**

Mexico City, Mexico

www.bimbo.com.mx

Industry:

Consumer Goods

Annual Revenue:

Over \$5 Billion

Oracle Products & Services:

- Oracle Transportation Management Managed Cloud Service
- Oracle Transportation Operational Planning Managed Cloud Service
- Oracle Fleet Management Managed Cloud Service
- Oracle Database, Enterprise Edition
- Oracle E-Business Suite
- Oracle Order Management
- Oracle BPEL Process Manager Managed Cloud Service

Oracle Partner:**Capgemini**

www.capgemini.com

Bimbo SA de CV Optimizes Baked Goods Distribution Costs and Cuts Daily Transport Scheduling Time in Half

“With Oracle Transportation Management Managed Cloud Service we have achieved an integrated solution for distributing our bakery products, providing us with nationwide visibility across our 22 distribution centers and a 1% savings in transport costs.”

— **Fernando Espejo**, Logistics Vice President, Bimbo SA de CV

The Bimbo SA de CV (Bimbo) is a Mexican company that produces food products, and is a national leader in the baked goods industry. Bimbo produces over 10,000 products, including breads and cookies, across more than 100 brands including Bimbo, Marinela, Oroweat, Arnold, Brownberry, Thomas', Sara Lee, Barcel, Entenmann's, Fargo, and many others.

Bimbo operates a distribution network with over 52,000 routes and more than 2.2 million points of sale located in 19 countries spanning North, Central, and South America, as well as Asia and Europe. Its major markets include Argentina, Brazil, Chile, China, Spain, United States, Panama, and Portugal.

Challenges

- Optimize the distribution costs of the company's food products to boost profitability
- Achieve greater visibility of the entire nationwide baked goods transportation network, eliminating manual processes which use spreadsheets for each distribution center to reach optimal use of its transport infrastructure and human resources

Solutions

- Saved significantly on freight costs, including fuel and carrier hours, by using Oracle Transportation Management Managed Cloud Service to expand visibility into and control over logistics for the company's baked goods production facilities
- Halved the time needed daily to schedule product distribution—from 90 minutes using spreadsheets to 45 minutes using Oracle Transportation Management Managed Cloud Service, thereby ensuring the timely delivery of baked goods each day
- Reduced human resource costs associated with product delivery by using Oracle Fleet Management Managed Cloud Service to efficiently assign routes to operators and trucks, accurately calculate rates for each trip, and ensure proper payment to each operator
- Improved the rate negotiation process thanks to the complete visibility of transport costs nationwide including the number of kilometers and stops, the centralization of such rate information, and the elimination of decentralized spreadsheets
- Integrated Oracle Transportation Management Managed Cloud Service with Oracle Order Management using Oracle BPEL Process Manager Managed Cloud Service to automate sales order creation nationwide, replacing paper forms previously used at each of the 22 plants and optimizing transport efficiency

- Used Oracle Transportation Operational Planning Managed Cloud Service to automate trip calculations and the number of trucks needed to transport the food, thus eliminating errors and inefficiency associated with manual scheduling
- Deployed Oracle Database, Enterprise Edition to consolidate all of the information related to Oracle Transportation Management Managed Cloud Service—including authorized travel routes and corresponding rates—and create a single logistic catalog to standardize processes for all 22 distribution centers

Why Oracle

“Bimbo has relied on Oracle technology for many years. Oracle Transportation Management is a leader in the transport management sector, and Oracle’s expertise in providing these solutions was a key factor in our decision,” said Francisco Javier Puente Ruiz, system logistics manager, Bimbo SA de CV. “Additionally, with Oracle Managed Cloud Services, we secured the appropriate level of management and support for the solution, which allowed us to focus more resources on strategic priorities.”

Implementation Process

Bimbo implemented Oracle Transportation Management solutions in the Oracle Cloud using Oracle Managed Cloud Services. It also worked with Capgemini to establish system requirements and configurations before the implementation.

The solutions went live at the main distribution center in September 2012, as scheduled, after one year of implementation. The company then rolled out the solution to its 22 transport centers. “We built the design in eight months and tested it using extreme-use simulations. Between February 2013 and February 2014 we completed rollout to all 22 logistics centers, accounting for 100% of Bimbo transportation throughout Mexico,” Puente Ruiz said.

Partner

Bimbo worked with Capgemini, an Oracle Platinum Partner, to establish the parameters for the Oracle Transportation Management Managed Cloud Service implementation.

“Capgemini certified the logistics model that we designed using Oracle solutions, allowing us to ensure that our products are delivered in a timely fashion and optimize transport management, and then we implemented the cloud-based solution,” said Julio César Flores Lastiri, supply chain IT project leader, Bimbo SA de CV.

Oracle Customer:**Grupo Aeroméxico SAB de CV**

Mexico City, Mexico

www.aeromexico.com

Industry:

Travel and Transportation

Employees:

14,000

Oracle Products & Services:

- Oracle E-Business Suite Release 12
- Oracle Financials Managed Cloud Service
- Oracle iProcurement Managed Cloud Service
- Oracle Purchasing Managed Cloud Service
- Oracle Inventory Management Managed Cloud Service
- Oracle Human Resources Managed Cloud Service
- Oracle iRecruitment Managed Cloud Service
- Oracle Payroll Managed Cloud Service
- Oracle Hyperion Financial Management Plus Managed Cloud Service
- Oracle Database, Enterprise Edition Managed Cloud Service
- Oracle User Productivity Kit Professional
- Oracle Consulting

Grupo Aeroméxico SAB de CV Approves Purchases in Seconds Instead of Months while Improving Control; Consolidates Financial Data 40% Faster with Cloud Solution

“With Oracle E-Business Suite 12, managed by Oracle Cloud Services, we have an integral view of financials for our entire group of companies. Additionally, by using Oracle Hyperion Financial Management Plus Managed Cloud Service, we can see the performance of the entire group in detail with a single report, allowing us to target cost reductions and better manage profitability with quality information.”

— **Benjamín Hernández Sepúlveda**, Corporate Director of Technological Development, Grupo Aeroméxico

Grupo Aeroméxico SAB de CV is a holding company whose 26 subsidiaries provide commercial aviation services in Mexico and promote passenger loyalty programs. Aeroméxico, the group’s flagship company, is the largest airline in Mexico. It operates more than 600 flights daily from its main hub located at Mexico City International Airport. Aeroméxico is one of the founding partners of the SkyTeam airline alliance.

Grupo Aeroméxico flies to over 80 destinations on three continents: 47 in Mexico, 17 in the United States, 12 in Latin America, three in Europe, two in Asia, and one in Canada. Other companies in the group include Aeroméxico Connect, a regional operator group; Aeroméxico Cargo for air cargo transport; and others. In collaboration with PLM, Grupo Aeroméxico runs the Aeroméxico Premier Club Frequent Flyer program.

Grupo Aeroméxico wanted to replace disparate financial and human resources (HR) systems across its various entities to gain better visibility into group and individual entity performance and improve operational efficiency with more informed decisions.

Grupo Aeroméxico selected Oracle E-Business Suite Release 12 Managed Cloud Service as its enterprise resource planning platform. To improve balance sheet consolidation, cost control, profitability, and financial reporting, the group selected Oracle Business Intelligence Suite Enterprise Edition Plus Managed Cloud Service and Oracle Hyperion Financial Management Plus Managed Cloud Service. It worked with Oracle Consulting to implement all of the solutions.

Using Oracle E-Business Suite Release 12, run and maintained by Oracle Cloud Services and implemented by Oracle Consulting, Grupo Aeroméxico has a comprehensive view of financials across all of its companies. It also presents an opportunity to integrate new businesses rapidly and scale the infrastructure easily.

Focusing on Process Improvement

The group first rolled out Oracle E-Business Suite Managed Cloud Service to Aeroméxico, which generates most of the group’s earnings, with the goal of transforming business processes.

“Even though every company in the group is part of the whole, we were not acting like it. Each subsidiary had customized systems, and we were using technology to support integration tasks and manual consolidation, instead of enabling processes for analysis and performance improvement.

As such, we lacked the visibility needed to create more actionable financial reports and make more informed business decisions,” said Benjamín Hernández Sepúlveda, corporate director of technological development, Grupo Aeroméxico.

“We standardized on Oracle E-Business Suite Managed Cloud Service for several reasons, including the catalog integration, system unification, and ability to analyze all transactions at the group level,” said Luis Islas, sub-director of finance, Grupo Aeroméxico.

“Oracle Managed Cloud Services provides us the best hardware infrastructure and world-class application management. We selected Oracle Managed Cloud Services to support the solutions, since this guarantees scalability, high availability, and effortless maintenance,” Hernández said.

“With Oracle Purchasing, we standardized purchase flows for all companies and benefited from self-service capabilities. As a result, we are eliminating all paper from the purchase request process. Previously, purchase authorizations could take up to three months. Now, they take seconds, and we have greater visibility into the process,” said Jorge Espinosa, technical procurement manager, Grupo Aeroméxico.

The company also has greater control over expenses and procurement requests. “The most important benefit pertains to direct staff requests using Oracle iProcurement, either for purchase requests or internal requests to our warehouses. We have rolled out the solution to approximately 1,700 employees, 35% more than we had originally targeted, with the addition of groups such as the ground staff of Aeroméxico and Aeroméxico Connect, which are the two airlines with the highest number of employees. We extended our rollout because of the value that the system delivered,” Espinosa said.

Grupo Aeroméxico has a complex supply chain, which includes purchases of stationery, staff uniforms, and materials for building maintenance. Each company managed the process differently.

“Using Oracle Inventory Management Cloud Service, we significantly improved inventory management efficiency across our enterprise. The central storage facility is more efficient in fulfilling requests, and those making requests can easily check on their status in the system. With accurate inventory, we can deliver materials to users on the same day of the request, whereas before the time frame was three to four days,” Espinosa said. “This is a quantum leap in terms of procurement and supply chain control and efficiency, which we have achieved thanks to Oracle applications.”

“We now have an enterprise-wide repository of all suppliers, clients, and account data, aligned under a single accounting methodology. Today, all of our companies use the same suppliers, so there is just one supplier for stationery, for example, which creates a procedural synergy that leads to savings,” Islas said.

Streamlining HR Management

“We wanted to standardize and improve the efficiency of HR management across all group companies,” said Isabel Ríos, human resources project manager, Grupo Aeroméxico. To achieve this goal, the holding company simultaneously implemented Oracle Human Resources Managed Cloud Service for five companies in Mexico, encompassing more than 14,000 employees.

The company’s legacy HR system presented many challenges, including difficulties in standardizing payroll processes, accommodating contracts for different groups of workers, including pilots and flight attendants, as well as streamlining the recruiting process. “The overall plan was to simplify HR management,” Ríos said. “Now all HR-related information is located on a single platform, providing greater visibility into resources.”

“With Oracle Payroll Managed Cloud Service, we now use automated funds transfer to pay almost 14,000 people—which is faster as well as more accurate and cost-effective. The system automates payments, separating them according to the various banks and financial accounts where our employees have their accounts,” said Olivia López, payroll manager, Grupo Aeroméxico. The company also loaded the requirements for each collective labor agreement into the system.

“There are 12 groups per company, including pilots, flight attendants, on-board executives, and customer service representatives. Previously, we managed each collective agreement separately. Today, they are unified under the same system, reducing complexity and accelerating the payment process. We also can more effectively track absenteeism,” López said.

“Previously each company managed recruiting independently, and it was largely a paper-based process that was not standardized across the group. With Oracle iRecruitment Managed Cloud Service, we have integrated the recruiting process, gaining greater control from the time a person applies until he or she is hired. We also have a consolidated record of applicants and greater hiring efficiency,” López said.

Expanding Financial Analysis Capabilities

Grupo Aeroméxico also wanted to consolidate financial information for all companies to gain greater insight into and control over its financial performance. “Oracle Hyperion Financial Management Managed Cloud Service allows us to consolidate the financial information from all the companies to drive more informed and timely decisions,” Islas said.

The companies from the group create monthly balance sheets for each business, and the group displays a consolidated version including all the companies. “We reduced account reconciliation from five days to three days, for more timely performance information,” Islas said.

“We now have more detailed information on operational expenses from procurement, HR, and payroll functions.

Having all information within a single database and a single enterprise application platform helps us to deploy indicators for analysis and decision-making purposes,” Islas said.

“With Oracle Hyperion, we have greater visibility into operating costs, giving us greater control over spending and allowing us to expeditiously question any deviations from what the company has planned. We can now quickly create reports on crew costs, traffic and layover costs, aircraft maintenance, in-flight services, airplane rentals, and financial debt, giving us more time for analysis and follow up,” Islas said.

Challenges

- Standardize the group’s 26 operating companies on a single enterprise application platform to consolidate information and gain greater visibility into airline costs and financial performance
- Improve the quality and availability of information, including payroll, operational costs, and inventory, to make more informed and timely decisions
- Automate the procurement process to accelerate and improve control over purchasing
- Issue financial reports with detailed information about costs, including aircraft purchases and payments to ground personnel, allowing for more accurate analysis to increase profitability

Solutions

- Implemented Oracle E-Business Suite Release 12 Managed Cloud Service as the group’s standardized enterprise application platform, enabling it to create a consolidated balance sheet for all group companies in three days instead of five days
- Automated and eliminated paper in the procurement process and gained the ability to approve purchases in seconds instead of months
- Improved control of payments and expenses for staff requests using Oracle iProcurement
- Automated calculation of employee paychecks with Oracle Payroll Managed Cloud Service for personnel in Mexico, including pilots and flight attendants, complying with the requirements of the various unions
- Used Oracle Hyperion Financial Management Plus Managed Cloud Service to automate financial consolidation across several companies, improving financial decision-making
- Improved profitability thanks to expanded financial reports, including crew costs and layover costs, aircraft maintenance, and corporate debt
- Ensured scalability, high availability, and effortless maintenance using Oracle Managed Cloud Services to support the Oracle solutions

Why Oracle

Grupo Aeroméxico considered solutions from Oracle and SAP. “We chose Oracle E-Business Suite Release 12 for several reasons. First, the solution could meet our finance management requirements for 26 different companies without the need for customizations,” Hernández Sepúlveda said. “We also took into account the strategy, methodology, implementation time, experience, the strength of Oracle Consulting, and overall cost. Another important factor was that the solution is available in the cloud, which allows us to focus our resources on the implementation,” Hernández Sepúlveda said.

Implementation Process

Grupo Aeroméxico worked with Oracle Consulting to implement Oracle E-Business Suite Managed Cloud Service in phases, starting with the roll out of Oracle Financials in Aeroméxico.

The company first consolidated all of Aeroméxico’s financial information onto Oracle Database, Enterprise Edition Managed Cloud Service, and then integrated information from the other companies into the same database. This approach enabled the group to use consolidated information for enterprisewide reporting.

The group wanted to ensure that it effectively trained users on the new system. To support this effort, it used Oracle User Productivity Kit Professional. “Key system users documented each of the business processes and manual tools, which we later published on our online portal. This became the foundation for training the rest of our employees outside Mexico. Thanks to Oracle User Productivity Kit Professional, we incorporated all of the knowledge about the solution without any inconvenience,” Hernández Sepúlveda said.

“We went live with Oracle Financials in 10 months at Aeroméxico, as planned,” Hernández Sepúlveda said.

Advice from Grupo Aeroméxico

- Allocate adequate professional resources to the project.
- Be pragmatic with the infrastructure and select the cloud as a way to support the solutions, since this ensures scalability, high availability, reduced implementation time, and effortless maintenance.
- Document every process so that you can train current and future staff, thereby ensuring a knowledge base that will continue despite employee turnover.

Oracle Customer:**Smiles (Smiles S.A.)**

São Paulo, Brazil

www.smiles.com.br

Industry:

Professional Services

Annual Revenue:

\$100 to \$500 Million

Employees:

90

Oracle Products & Services:

- Siebel Contact Center
- Siebel Loyalty Manager
- Oracle Managed Cloud Services
- Oracle Advanced Customer Support

Smiles (Smiles S.A.) Supports Growth Strategy with Customer Relationship Management in the Cloud

“Siebel Contact Center and Siebel Loyalty Manager, using Oracle Managed Cloud Services, allowed us to increase the number of new products we deliver and to optimize our customer service. We now have a robust and reliable infrastructure, capable of supporting our growth strategy in the loyalty-programs market.”

— **Pedro Dorico**, Chief Technology Officer, Smiles S.A.

Smiles is a leading coalition loyalty program in Brazil. With 20 years of history, it currently has over 10 million members. The company, which began as a government-owned enterprise, is now part of the private sector.

Smiles is also the name of its loyalty program used by several companies, including GOL Airlines, the airline that has the most flights connecting the busiest airports in Brazil, which is its major partner of Smiles. Customers can earn Smiles’ miles through airline partners such as GOL, Air France, Delta Airlines, KLM, Qatar Airways, Iberia, Aerolíneas Argentinas, and soon TAP, Aeromexico, Alitalia and Etihad, which together fly to more than 700 destinations worldwide. Smiles also serves 200 nonairline partners. The programs it provides to its partners have increased in breadth and coverage regarding the accumulation and redemption of miles. Smiles has also partnerships with major commercial banks of Brazil and South America, credit card companies, retail chains, hotels, restaurants, car rental companies, gas stations, and pharmacies. It offers a wide range of mileage accrual options to its participants, not just based on trips using its partner airlines, but also based on day-to-day consumption.

Challenges

- Modernize the company’s core loyalty application to better support and facilitate integration with all trading partners, including airlines and large retailers
- Improve customer service through greater data control and a more streamlined information flow, which allow faster access to records of customer inquiries, improving response times for customer-account information requests and sales promotions to better serve the Smiles loyalty program’s nearly 10 million members

Solutions

- Replaced the company’s loyalty program legacy application with Oracle’s Siebel Loyalty Manager using Oracle Managed Cloud Services and gained multichannel member-care and management capabilities while supporting flexible and configurable partner product offerings and redemption rules, increasing agility in the coalition market
- Adopted a cloud-computing model through Oracle Managed Cloud Services, reducing expenses for IT support by relying on a structure that includes software updates and access to each market’s best practices, contributing to a more efficient and profitable operation
- Accelerated sales and marketing campaign launches by deploying targeted promotions and setting up accrual rules that range from simple to complex, creating and launching promotions more quickly and without the need for customization

- Raised level of the service team's productivity, which, in addition to now being able to work with a single, integrated data and customer-query repository, has achieved a 360-degree client view
- Accelerated response times for customer inquiries regarding the status of accumulated rewards and benefit redemptions, thereby improving customer service
- Received help from Oracle Managed Cloud Services' technical team to ensure system performance and stability, supporting the increase in users following the company's transition to the private sector
- Adopted Oracle Advanced Customer Support to assist with data installation, configuration, and the monitoring of the data migration, reducing impact on customer-data integrity and ensuring business continuity

Why Oracle

"We analyzed several options and chose Oracle solutions paired with Oracle Managed Cloud Services because they represent the most secure and convenient way to support the environment of critical applications with 24/7 assistance. The full-time support from Oracle's experts during the migration and other major upgrade projects enabled us to maintain a lean staff with more time to support our internal business development demands," said Pedro Dorico, CTO, Smiles S.A.

Implementation Process

"Since acquiring Siebel Contact Center and Siebel Loyalty Manager under Oracle Managed Cloud Services, we have already executed two major migrations. The last project was a very well-executed example of teamwork among several IT professionals from Smiles S.A. and Oracle Advanced Customer Services specialists, who ensured data migrations without business disruption or any other negative impact on our clients," Dorico said.

Oracle Customer:**Arcor SAIC**

Córdoba, Argentina

www.arcor.com

Industry:

Consumer Goods

Annual Revenue:

\$1 to \$5 Billion

Employees:

20,000

Oracle Products & Services:

- JD Edwards EnterpriseOne 9.1
 - Financials Managed Cloud Service
 - Advanced Pricing Managed Cloud Service
 - Capital Asset Management Managed Cloud Service
 - Grower Management Managed Cloud Service
 - Grower Pricing and Payments Managed Cloud Service
 - Inventory Management Managed Cloud Service
 - Sales Order Management Managed Cloud Services
 - Warehouse Management Managed Cloud Service
 - Requirements Planning Managed Cloud Service
- Demantra Demand Management Managed Cloud Service
- Demantra Predictive Trade Planning Managed Cloud Service
- Siebel Sales
- Siebel Quote and Order Capture Managed Cloud Service
- Oracle Hyperion Planning
- Oracle SOA Suite

Arcor SAIC Uses the Cloud to Unify and Improve Availability of Core Business Applications and Optimize IT Team Resources

“With Oracle Managed Cloud Services administrating our IT platform for the Arcor group in Argentina, we’ve gained in performance, flexibility, and reliability for our systems and business processes. The challenge that lies before us is to take this model to the other countries where we operate to strengthen our overall IT strategy.”

— **Oscar Botto**, Chief Information Officer, Arcor SAIC

Arcor SAIC, a leading food manufacturing company in Argentina, is a leading global producer of sweets and the main exporter of candy from Argentina, Brazil, Chile, and Peru. Arcor has 39 production facilities (29 in Argentina, 5 in Brazil, 3 in Chile, 1 in Mexico and 1 in Peru). It specializes in manufacturing candy, cookies, chocolates, ice cream, and food products, including Arcor, La Campagnola, and Topline brands. In 2004, through its participation in Bagley Latinoamerica S.A., the company formed with the Danone Group in manufacturing cookies, alfajors, and cereals for Latin America, becoming one of the leading companies in the region. Grupo Arcor has a production volume of three million kilograms per day and sells its broad product line in 120 countries across the world.

In 2009, Arcor looked to transform its IT platform to integrate systems and business processes—from sales to production planning—across the various countries in which it operates. “We began an initiative, called Antares, which called for a review of the company’s commercial, industrial, administrative, and logistic processes. The required changes went far deeper than a system migration and would have an impact on all operations at a global level,” said Oscar Botto, CIO, Arcor.

The company looked to standardize and streamline processes as well as to expand visibility across its various operating groups. Arcor moved from a classic IT model, one with applications that were complex to administer, to uploading applications and technologies into Oracle’s private cloud, administrated by Oracle Managed Cloud Services to the reduce total cost of ownership and create a reliable and scalable IT infrastructure. It began in Argentina—which represents 60% of the group’s business. With Arcor’s software residing in a single Oracle data center, Arcor could optimize configuration, performance, availability, and ensure timely management and maintenance of its critical business systems.

Moving Beyond Finances

Although Arcor initially selected JD Edwards EnterpriseOne Managed Cloud Service to standardize administrative and financial processes across the group, the environment extends much further today. “We integrated solutions including Oracle’s Demantra demand planning and Oracle’s Siebel customer relationship management solutions to better serve the business,” Botto said. Arcor now stores all of the group’s business information, including sales, purchasing, and product information, on Oracle Database, Enterprise Edition Managed Cloud Service. It also benefits from a service level agreement for availability and issue resolution.

Additionally, Arcor chose Demantra Demand Management Managed Cloud Service and Demantra Predictive Trade Planning Managed Cloud Service to support product demand forecasting.

“We used spreadsheets, and everything was in silos,” said Renata Fontana, IT demand management manager, Arcor. “Now, we can predict monthly and annual demand for more than 1,200 candy and cookie products. The process has become a continuous forecasting cycle, starting 16 months in advance and involving various departments, such as marketing, sales, and manufacturing. We adjust figures quarterly, based on Demantra-generated estimates.”

This insight has improved efficiency, from demand planning, to production and final distribution. There is now better visibility, improving collaboration between sales and manufacturing efforts, as when manufacturing must determine production to meet sales projections.

In addition, Arcor selected Oracle Hyperion Planning for its financial planning. “With JD Edwards, we can determine factory profitability. Using Oracle Hyperion Planning, we took the financial data produced by JD Edwards and examined profitability, product-by-product. There is greater detail and precision, which enables us to make informed decisions about markets, products, and which factories we should use for manufacture. Today, our discussions are based on market data. We used to get our information from spreadsheets, but this data wasn’t integrated. Today, for example, we all see the same marketing and logistics information, which is key for mass-consumption companies, such as Arcor,” Botto said.

Better Management, Greater Efficiency

Building strong relationships with customers and suppliers is also a priority for Arcor. The company uses Siebel Sales and Siebel Quote and Order Capture Managed Cloud Service to centrally manage client and product master data, order management, and product return processes. How Arcor manages data even determines how products are priced, down to the gram, based on production costs.

The credit management workflow cycle for new clients—including distributors, supermarkets, and wholesalers—flows smoothly, from registration to determining which products the client can purchase with manager approval. “Before the Siebel deployment, the technologies used were not scalable, and we ran the risk that important data, such as customer credit data, would be missing, as we could not integrate information from different countries,” Fontana said.

In addition, Arcor deployed a service-oriented architecture (SOA) using Oracle SOA Suite to integrate the solutions from Oracle and other commercial partners in an extended cloud including distributors, traders, and banks, among others.

Challenges

- Redefine, simplify, and integrate the group’s industrial, administrative, and commercial processes, within a standard resource planning platform for all business units, to increase productivity and implement best practices

- Deploy productive and administrative processes- including purchase of raw materials for food production, inventory management and fixed asset control- using managed cloud services to gain process efficiency and simplify administration of the IT infrastructure

Solutions

- Selected Oracle Managed Cloud Services to manage Arcor's private cloud and integrate global processes in a reliable and unified platform
- Standardized financial, commercial, and logistics administration within JD Edwards EnterpriseOne 9.0, which has more than 4,500 users and manages over 164 million daily transactions across 29 food production facilities and executive offices in the country—improving operational efficiency
- Implemented Oracle SOA Suite to integrate Arcor systems with those of other entities, including the Federal Administration of Public Revenue, the Revenue Agency of Buenos Aires province Companhia Colabora Internacional (shipping control), various banking, and foreign trade brokers—complying with company's tax obligations and improving visibility into shipments, stock in transit, and export destinations
- Used Siebel Quote and Order Capture and Siebel Sales for product master data administration—from product conception to sales—and for client administration, from presentation to registration—replacing several spreadsheets and achieving a unified workflow
- Integrated demand planning, distribution, production, and supply processes, using Demantra Demand Management—gaining visibility and greater insight into performance for improved decision-making

Why Oracle

“We selected Oracle Managed Cloud Services because we understand that the company that develops the software and solutions knows them best and, therefore, can provide the best service,” Botto said. “We have reinvested the time and resources previously spent managing software and hardware into value-added initiatives.”

Implementation Process

Arcor SAIC began its enterprise, IT initiative in 2009, implementing JD Edwards EnterpriseOne 9.0 in Argentina, administrated by Oracle Managed Cloud Services in a private cloud in Oracle's data center in Austin, Texas. This approach aligned with the standardized global business process model that the company established in its Antares Program. Between 2010 and 2012, Arcor expanded its relationship with Oracle Managed Cloud Services to include Demantra, Siebel, and Hyperion solutions.

To integrate solutions from Oracle and other IT providers, including a third-party electronic invoicing system, Arcor deployed a services-oriented architecture using Oracle SOA Suite.

The company is now expanding its private cloud deployed in Argentina to branches in Brazil, Uruguay, Paraguay, Bolivia, Chile, Colombia, Perú, Mexico, Ecuador, Spain, United States, and Venezuela.

Advice from Arcor SAIC

- Expand ability to focus on core business needs by outsourcing IT infrastructure to the cloud, which ensures the scalability required for growth
- Integrate critical applications to support business processes and eliminate information silos
- Standardize processes following industry best practices
- Engage the participation of key people in each process, to leverage their functional knowledge and organizational representation



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Hardware and Software, Engineered to Work Together

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